

## ORDER



KLAS

**Orders**  
**Order / Rev:** 37580  
**Alt Order #:** 08880267  
**Product Desc:** ISSUE  
**Estimate:** 1206  
**Flight Dates:** 10/23/12 - 10/29/12  
**Original Date / Rev:** 10/11/12 / 10/11/12  
**Order Type:** GENERAL

**Primary AE:** Mike Jones  
**Sales Office:** K-WAS  
**Sales Region:** National

**Agency Name:** Cross Roads Media  
**Buying Contact:**  
**Billing Contact:**  
 66 Canal Center Plaza  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Crossroads GPS  
**Demographic:** A35+  
**Product Codes:** PO4  
**Priority:** LV1  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:** 08/14/11  
**Order Separation:** 00:10:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	76	\$223,900.00	\$190,315.00
10/29/12	10/29/12	16	\$46,000.00	\$39,100.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	76	\$223,900.00	\$190,315.00	0.00
November 2012	16	\$46,000.00	\$39,100.00	0.00
<b>Totals</b>	<b>92</b>	<b>\$269,900.00</b>	<b>\$229,415.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$269,900.00
Market	100%	\$899,666.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$224,916.67
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$44,983.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/23/12	10/26/12	8 News Now 5a M-F	CM	5-6a	-TWTF--	:30	4	\$1,200.00	LV1	0.00	NM	4	\$4,800.00
NEWS NOW AT 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--			4			\$1,200.00		0.00			
E 2	8	10/29/12	10/29/12		CM	5-6a	M-----	:30	1	\$1,200.00	LV1	0.00	NM	1	\$1,200.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8 News Now 5a M-F															
8 News Now 5a M-F															
NEWS NOW AT 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$1,200.00		0.00			
E 3	8	10/23/12	10/26/12	8 News Now 6a M-F	CM	6-7a	-TWTF--	:30	4	\$1,400.00	LV1	0.00	NM	4	\$5,600.00
8 News Now 6a M-F															
MORN NEWS ROT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--					4	\$1,400.00		0.00			
E 4	8	10/29/12	10/29/12	8 News Now 6a M-F	CM	6-7a	M-----	:30	1	\$1,400.00	LV1	0.00	NM	1	\$1,400.00
8 News Now 6a M-F															
MORN NEWS ROT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$1,400.00		0.00			
E 5	8	10/23/12	10/26/12	CBS This Morning 7-9a	CM	7-9a	-TWTF--	:30	8	\$1,400.00	LV1	0.00	NM	8	\$11,200.00
CBS This Morning															
CBS THIS MORN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--					8	\$1,400.00		0.00			
E 6	8	10/29/12	10/29/12	CBS This Morning 7-9a	CM	7-9a	M-----	:30	2	\$1,400.00	LV1	0.00	NM	2	\$2,800.00
CBS This Morning															
CBS THIS MORN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					2	\$1,400.00		0.00			
E 7	8	10/23/12	10/26/12	Live w/Kelly	CM	9-10a	-TWTF--	:30	4	\$1,200.00	LV1	0.00	NM	4	\$4,800.00
Live w/Kelly															
LIVE WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--					4	\$1,200.00		0.00			
E 8	8	10/29/12	10/29/12	Live w/Kelly	CM	9-10a	M-----	:30	1	\$1,200.00	LV1	0.00	NM	1	\$1,200.00
Live w/Kelly															
LIVE WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$1,200.00		0.00			
E 9	8	10/23/12	10/26/12	8 News Now Noon M-F	CM	12-1230p	-TWTF--	:30	4	\$1,300.00	LV1	0.00	NM	4	\$5,200.00
8 News Now Noon M-F															
NEWS NOW AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--					4	\$1,300.00		0.00			
E 10	8	10/29/12	10/29/12	8 News Now Noon M-F	CM	12-1230p	M-----	:30	1	\$1,300.00	LV1	0.00	NM	1	\$1,300.00
8 News Now Noon M-F															
NEWS NOW AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$1,300.00		0.00			
E 11	8	10/23/12	10/26/12	1230-2p Soaps/ LMAD	CM	1230-2p	-TWTF--	:30	4	\$1,700.00	LV1	0.00	NM	4	\$6,800.00
Soaps / Let's Make A Deal (12:30 PM-1:00 PM)															
BOLD AND BEAUTIFUL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--					4	\$1,700.00		0.00			
E 12	8	10/29/12	10/29/12	1230-2p Soaps/ LMAD	CM	1230-2p	M-----	:30	1	\$1,700.00	LV1	0.00	NM	1	\$1,700.00
Soaps / Let's Make A Deal (12:30 PM-1:00 PM)															
BOLD AND BEAUTIFUL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$1,700.00		0.00			
E 13	8	10/23/12	10/26/12	Ellen	CM	3-4p	-TWTF--	:30	4	\$1,600.00	LV1	0.00	NM	4	\$6,400.00
Ellen															
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--					4	\$1,600.00		0.00			
E 14	8	10/29/12	10/29/12		CM	3-4p	M-----	:30	1	\$1,600.00	LV1	0.00	NM	1	\$1,600.00

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 KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Ellen Ellen											
				ELLEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M-----			1		\$1,600.00		0.00				
E 15	8	10/23/12	10/26/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p	-TWTF--	:30	4	\$1,600.00	LV1	0.00	NM	4	\$6,400.00
				NEWS NOW AT 4											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-TWTF--			4		\$1,600.00		0.00				
E 16	8	10/29/12	10/29/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p	M-----	:30	1	\$1,600.00	LV1	0.00	NM	1	\$1,600.00
				NEWS NOW AT 4											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M-----			1		\$1,600.00		0.00				
E 17	8	10/23/12	10/26/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p	-TWTF--	:30	4	\$1,700.00	LV1	0.00	NM	4	\$6,800.00
				NEWS NOW ROT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-TWTF--			4		\$1,700.00		0.00				
E 18	8	10/29/12	10/29/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p	M-----	:30	1	\$1,700.00	LV1	0.00	NM	1	\$1,700.00
				NEWS NOW ROT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M-----			1		\$1,700.00		0.00				
E 19	8	10/23/12	10/26/12	630-7p Inside Edition Inside Edition	CM	630-7p	-TWTF--	:30	4	\$3,500.00	LV1	0.00	NM	4	\$14,000.00
				INSIDE EDITION											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-TWTF--			4		\$3,500.00		0.00				
E 20	8	10/29/12	10/29/12	630-7p Inside Edition Inside Edition	CM	630-7p	M-----	:30	1	\$3,500.00	LV1	0.00	NM	1	\$3,500.00
				INSIDE EDITION											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M-----			1		\$3,500.00		0.00				
E 21	8	10/23/12	10/26/12	7-8p Rotator 7-8p Rotator	CM	7-8p	-TWTF--	:30	4	\$3,500.00	LV1	0.00	NM	4	\$14,000.00
				ET/INSIDER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-TWTF--			4		\$3,500.00		0.00				
E 22	8	10/29/12	10/29/12	7-8p Rotator 7-8p Rotator	CM	7-8p	M-----	:30	1	\$3,500.00	LV1	0.00	NM	1	\$3,500.00
				ET/INSIDER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M-----			1		\$3,500.00		0.00				
E 23	8	10/29/12	10/29/12	Mon 10-11p Hawaii Five -O	CM	10-11p	M-----	:30	1	\$20,000.00	LV1	0.00	NM	1	\$20,000.00
				HAWAII 5-0											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M-----			1		\$20,000.00		0.00				
E 24	8	10/23/12	10/26/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p	-TWTF--	:30	4	\$2,700.00	LV1	0.00	NM	4	\$10,800.00
				NEWS NOW AT 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-TWTF--			4		\$2,700.00		0.00				
E 25	8	10/29/12	10/29/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p	M-----	:30	1	\$2,700.00	LV1	0.00	NM	1	\$2,700.00
				NEWS NOW AT 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M-----			1		\$2,700.00		0.00				
E 26	8	10/23/12	10/26/12		CM	1135p-1237a	-TWTF--	:30	4	\$1,200.00	LV1	0.00	NM	4	\$4,800.00

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Alt Order #: 08880267  
Flight Dates: 10/23/12 - 10/29/12

Advertiser: Crossroads GPS  
Product Desc: ISSUE  
Estimate: 1206  
**KLAS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
<b>LETTERMAN</b> Letterman Letterman <b>LETTERMAN</b> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -TWTF-- 4 \$1,200.00 0.00														
E 27	8	10/29/12	10/29/12	Letterman Letterman	CM	1135p-1237a M-----	:30	1	\$1,200.00	LV1	0.00	NM	1	\$1,200.00
<b>LETTERMAN</b> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 M----- 1 \$1,200.00 0.00														
E 28	8	10/23/12	10/26/12	Craig Ferguson Craig Ferguson	CM	1237a-137a -TWTF-- (12:37 XM-1:37 XM)	:30	4	\$600.00	LV1	0.00	NM	4	\$2,400.00
<b>LATE LATE SHOW</b> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -TWTF-- 4 \$600.00 0.00														
E 29	8	10/29/12	10/29/12	Craig Ferguson Craig Ferguson	CM	1237a-137a M----- (12:37 XM-1:37 XM)	:30	1	\$600.00	LV1	0.00	NM	1	\$600.00
<b>LATE LATE SHOW</b> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 M----- 1 \$600.00 0.00														
E 30	8	10/23/12	10/23/12	Tue 8-9p NCIS	CM	8-9p -T-----	:30	1	\$30,000.00	LV1	0.00	NM	1	\$30,000.00
<b>NCIS</b> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -T----- 1 \$30,000.00 0.00														
E 31	8	10/24/12	10/24/12	Wed 10-11p CSI	CM	10-11p --W----	:30	1	\$20,000.00	LV1	0.00	NM	1	\$20,000.00
<b>CSI</b> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --W---- 1 \$20,000.00 0.00														
E 32	8	10/25/12	10/25/12	Thu 9-10p Person Of Interest	CM	9-10p ---T---	:30	1	\$25,000.00	LV1	0.00	NM	1	\$25,000.00
<b>PERSON OF INTEREST</b> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ---T--- 1 \$25,000.00 0.00														
E 33	8	10/26/12	10/26/12	Fri 8-9p NCIS	CM	8-9p ----F--	:30	1	\$10,000.00	LV1	0.00	NM	1	\$10,000.00
<b>CSI NY</b> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ----F-- 1 \$10,000.00 0.00														
E 34	8	10/27/12	10/27/12	CBS Early Show - Sat. CBS Early Show - Sat.	CM	5-7a -----S-	:30	1	\$600.00	LV1	0.00	NM	1	\$600.00
<b>CBS THIS MORN SAT</b> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$600.00 0.00														
E 35	8	10/27/12	10/27/12	ACC Football ACC Football	CM	930a-12pm -----S-	:30	1	\$1,000.00	LV1	0.00	NM	1	\$1,000.00
<b>ACC FTBALL</b> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$1,000.00 0.00														
E 36	8	10/27/12	10/27/12	Politics Now S Sebelius Politics Now S Sebelius	CM	Various -----S- (5:30 PM-6:00 PM)	:30	1	\$1,500.00	LV1	0.00	NM	1	\$1,500.00
<b>POLITICS NOW</b> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$1,500.00 0.00														
E 37	8	10/27/12	10/27/12	Sat 7-8p - ET Wknd Ent Tonight Weekend	CM	7-8p -----S-	:30	1	\$600.00	LV1	0.00	NM	1	\$600.00
<b>ET WEEKEND</b> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$600.00 0.00														
E 38	8	10/27/12	10/27/12		CM	11-1135p -----S-	:30	1	\$1,500.00	LV1	0.00	NM	1	\$1,500.00

Advertiser:	Crossroads GPS
Product Desc:	ISSUE
Estimate:	1206

**KLAS**

<b>Totals</b>	<b>92</b>	<b>\$269,900.00</b>
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